

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



2521  
.A87F3

# Farm Broadcasters Letter

5

United States Department of Agriculture Office of Information Radio-Television Division Washington D.C. 20250 (202) 447-4330



Letter No. 2421

July 14, 1989

BLUMENTHAL NAMED -- Secretary of Agriculture Clayton Yeutter has named Gary R. Blumenthal as his executive assistant. Blumenthal, 33, has served USDA's Foreign Agricultural Service since 1983, first as a legislative assistant and, since 1985, as director of the agency's legislative affairs office. A native of Kittery, Maine, Blumenthal was raised in Jacksonville, N.C. He received his bachelor's degree from East Carolina University, Greenville, N.C.

CROWDER SLIDES -- We now have slides of Sec. Yeutter, Deputy Sec. Jack Parnell and Undersecretary Richard Crowder. Call Marci Hilt (202) 447-6445 for copies. Media only, please.

NEW PHONE BOOKS -- We have copies of the new spring 1989 "USDA Telephone Directory" available for the asking. Call: Marci Hilt (202) 447-6445. Media only, please.

FOOD NEWS -- The summer issue of "Food News for Consumers" is off-press. It features barbecue tips, along with what to do to keep your food safe when the power is out. It also tells you how to eat safely on trips abroad. Want a copy? Call Marci Hilt (202) 447-6445. Media only, please.

FARMLAND VALUES REGAINING -- Farmland values are regaining lost ground, according to USDA economist Roger Hexem. The \$597 per acre average value of U.S. farmland as of February this year was 6 percent higher than a year earlier. The increase in the value of their property was good news for owners of farm real estate. Contact: Roger Hexem (202) 786-1419.

FBL GOES ON SUMMER VACATION -- You won't get the Farm Broadcasters Letter for the next two weeks because we'll be on summer vacation for the weeks of July 21 and 28. We'll see you again with the Aug. 4 issue.

NEW TRANSPLANTER FASTER -- The University of Florida has developed a plant transplanter that can transfer plants from tray to field nearly three times faster than current machinery. Designer Lawrence Shaw says the machine may well revolutionize the way transplants are set. "Don't say I reinvented the wheel, but I guess in a way I did," says Shaw. At least 5 billion seedling transplants -- from pine trees to vegetables, tobacco and ornamentals -- are planted each year in North America alone. Contact: Julia Graddy (904) 392-7228.

HELP IN LOSING POUNDS -- Losing extra pounds is good for your health, says Beth Reams, a nutritionist with Louisiana Cooperative Extension Service. "Blood pressure and blood cholesterol levels drop when the extra pounds come off," she says. Ways to cut down on calories include: choose foods with less fat; fill up on high-fiber foods; don't go hungry; serve yourself so you can control portions; and eat a variety of foods. "Gradually cutting back on fatty foods while switching to low-calorie foods will help you lose weight," she says. Contact: Beth Reams (504) 388-4141.

IMPROVEMENTS IN USDA ONLINE -- USDA is making major improvements in its Electronic Dissemination of Information service. Beginning Oct. 1, the monthly minimum for EDI will be lowered from \$150 to \$75. Other improvements, to become effective soon, include making the service available on federal holidays and Saturdays and making reports available by sections and subject headings. EDI will celebrate its fourth birthday July 30. Contact: Russell Forte (202) 447-5505.

TOO MANY SWEETS SETS OFF CHROMIUM ALERT -- Drinking a sugary soda after eating a starchy meal and then ice cream smothered with chocolate fudge can drain your body of chromium. And, few of us get enough of this essential element as it is, according to Richard A. Anderson, a USDA scientist who specializes in chromium research. "When there's not enough chromium around, the body pumps out more insulin," Anderson says. The more insulin we secrete to process sugars, the more chromium we use and lose. It's more important to conserve body chromium by avoiding foods high in simple sugars than to try to replace it, Anderson says. Contact: Richard A. Anderson (301) 344-2091.

REDUCING PESTICIDE USE -- The Fruit Research Laboratory of Penn State's College of Agriculture is hosting a field day July 20 from 8:30 a.m. to 3 p.m. at the 180-acre lab in Biglerville, in Adams County. The major topic will be research results on how to reduce pesticide use on tree fruits. Contact: Charles R. Krueger (814) 865-5410.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1675 -- In Part II of her discussions with Secretary of Agriculture Clayton Yeutter, Brenda Curtis focuses on international issues. (Weekly 13-1/2 min. documentary)

CONSUMER TIME #1157 -- Pressure on natural resources; volunteer energy audits; popular peanut butter; are chickens safe to eat? food assistance and farmers' markets. (Weekly reel of news features)

AGRITAPE #1664 -- USDA News Highlights; heptachlor test results; drought assistance views; watermelon growers to have check-off. (Weekly reel of 2-1/2 - 3 min. features)

USDA RADIO NEWSLINE -- Wed., July 19, dairy outlook; Thurs., July 20, mink production, catfish production, ag outlook; Fri., July 21, cattle on feed, rice outlook; Tues., July 25, crop/weather update, poultry production, foreign trade update; Thurs., July 27, oil crops outlook; Fri., July 28, cattle numbers; Mon., July 31, world tobacco situation, ag. prices; Tues., Aug. 1, fruit outlook, crop/weather update; Wed., Aug. 2, horticultural exports.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.  
Material changed at 5 p.m. EDT each working day.

FROM OUR TELEVISION NEWS SERVICE

USDA TV NEWS SERVICE -- (July 13 - 14) Acting Administrator Ronald Prucha of USDA's Food Safety and Inspection Service on heptachlor testing; Chairman of the World Agricultural and Outlook Board James Donald on crop production forecast; USDA Forest Service Deputy Chief Allan West on Western forest fires.

NEXT WEEK: Lynn Wyvill reports on "Barbecue Food Safety."

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY . . . . . 7:30-7:45 p.m., EDT, Transponder 12D

SATURDAY . . . . . 10:30-11:15 a.m., EDT, Transponder 10D

MONDAY . . . . . 8:30-9:15 a.m., EDT, Transponder 12D  
(Repeat of Saturday transmission)

OFF MIKE

IDEAL ... weather conditions for spring wheat in Oregon, says Gary Stewart (Northwest Ag News Net, Newberg). Many producers planted to spring wheat following the February freeze that killed 60 percent of the winter crop. They are in a position to recover losses. Other major story he's covering is impact of the Alar scare on apple producers. Stewart says there is some concern that small operators will be unable to get financing to harvest this year's apple crop.

10-DAY ... tour of Switzerland is part of Gary Truitt's Farm Broadcaster of the Year award he received at last year's NAFB convention. Truit (Agri-Business Network, Indianapolis, Ind.) is taking the tour the latter half of July. He'll visit research and production farms, Ciba Geigy world headquarters and climb a few mountains. Tough assignment.

***Farm Broadcasters Letter***



Radio and Television, Rm. 410-A  
Office of Information, OGPA  
U.S. Department of Agriculture  
Washington, D.C. 20250-1300

OFFICIAL BUSINESS  
Penalty for Private Use \$300

GYPSY MOTH ... damage was extensive this year in Michigan, says Dick DeLano (WOLW, Cadillac). Dick also says items in recent FBL issues have been helpful in producing his gardening programs. While gardening is an enjoyable hobby to many listeners, he notes that in some depressed areas it is a necessity.

LISTENERS ... requested replay of the BATMAN feature our Gary Crawford produced, says Robin Kinney (Linder Farm Network, Willmar, Minn.). The BATMAN piece made the point that bats perform a major service in ridding an area of mosquitos and other flying pests. Robin said the item was a real "Joker." We appreciate the feedback. Keep those cards and letters comin' folks.

VIC POWELL  
Chief, Radio & Television Division